

**ABSTRACT**

A personal care product includes a personal care product component disposed in a packaging component. The packaging component includes a panel and a flap having a free edge positioned adjacent the panel. One of the flap and panel includes a sensory cue directed at the free edge of the flap. The sensory cue provides indicia as to the location of the free edge and terminates at the free edge. In one embodiment, the packaging component includes a front panel, a back panel and a flap overlying a portion of the front panel. In one embodiment, the sensory cue is configured as a visual cue. In another aspect, a method of using a personal care product includes locating the free edge of the packaging component using the visual cue and grasping the flap and opening the packaging component to access the personal care product component.